

## Invest In a Good Read This Summer

By Dan Greenshields

If long summer nights and lazy days at the beach have you reaching for a few good books, maybe this is the year you diversify your reading list to include financial investing. The current economic rollercoaster has taught us that we need to be less focused on the latest Hollywood fashion trends that break the bank and turn our attention to becoming more financially smart about investing our money.

I've got three favorites that'll hold your interest and teach you some valuable strategies you can put in place right away.

### ***The Intelligent Investor* by Ben Graham**

What it is: Graham is the father of "value investing." In this book, he lays out his successful long-term, disciplined approach that the average investor can easily understand. For Graham, it's about avoiding dramatic losses. Although first published in 1949, Graham's recommendations are timeless. In Warren Buffet's introduction, he calls it "the best book on investing ever written."

Why I like it: Graham's advice is at the root of my beliefs: anyone can be a successful investor by doing their own research.

### ***One Up on Wall Street* by John Rothchild & Peter Lynch**

What it is: Lynch is perhaps the most famous of all mutual fund managers. His advice boils down to "invest in companies that you like." Rothchild helps Lynch explain the strategy that brought them success.

Why I like it: Easily digestible for all investors. A long-term investing focus dovetails with Lynch's take: succeed with sound investments and pay attention to your portfolio, he also provides some common sense budgeting advice.

### ***Jubak Picks* by Jim Jubak**

What it is: MSNMoney.com's expert columnist Jim Jubak explains his philosophy for profiting in good times, protecting investments in downturns, and ensuring solid returns in the next upswing. His returns over the last decade significantly beat all major indexes.

Why I like it: Jim Jubak is smart, and any investor can follow his approach. This book delivers his stock-picking system and 10 macro trends to watch. Most importantly, this is a great read for long-term investors.

Now, I'm not saying every investor should immediately run out, pick up all three books and think their investments will grow overnight. There is no silver bullet solution for delivering solid returns. These books work for my personal investing strategy. They help me keep my eye on the horizon and stay true to my long-term financial goals.

Even if you don't pick up one of these books, taking a break from work, school or the daily grind of paying bills is a great time to breathe deeply and make sure your long-term goals are on track. Consider this your mid-year portfolio review.

Take these simple steps:

- Open up that 401(k) statement you've been trying to hide behind the microwave. This might be the right time to see if your portfolio needs to be rebalanced so that you can keep your retirement on track.

- Look at your investment account more often. Every few months review your portfolio and make sure your holdings are **diversified** and that you aren't being charged high fees. It's bad enough that you've lost money over the past few months. Pesky fees just make it worse.
- Invest in the stock market like a savings account. Set up an automatic investment plan that puts a little money into the market every few weeks or months. This will help ensure you are better protected against unsuspected downswings in the stock market.

Above all, keep your financial goals on track. With a plan for the future, you can make this the summer you became a smarter investor.

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